

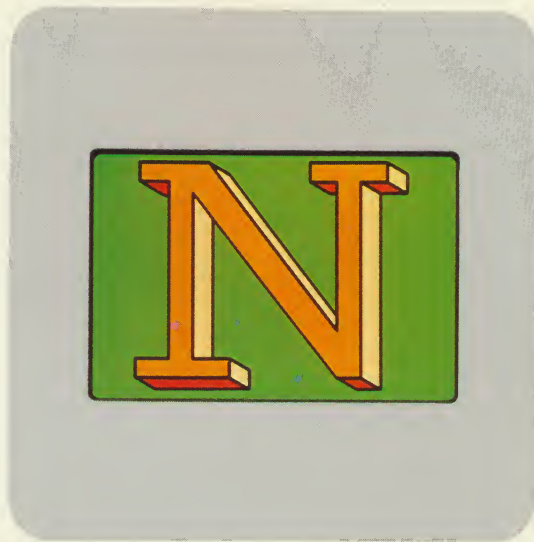
GE's Geographics

July 81

WHAT CAN
GENIGRAPHICS[®]
MEAN TO YOU?



+



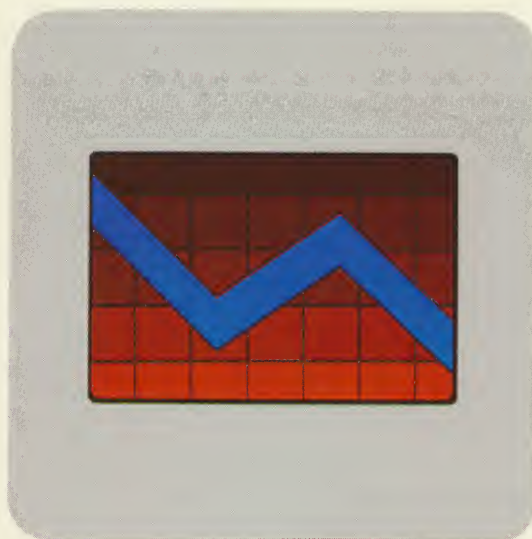
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GENIGRAPHICS
MEANS SLIDE
PRESENTATIONS
WITH 1001
SYMBOLS,

A VARIETY
OF
TYPE
STYLES,

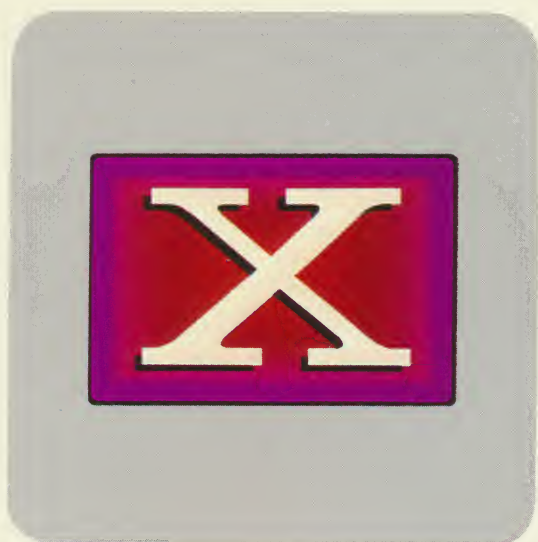


+



CUSTOM-
DESIGNED
ART
SLIDES,

GRAPHS AND
CHARTS OF
EVERY KIND,



= **GENI**

COMPUTER-
SLIDE SERVICE

PERSONALIZED
COLOR SCHEMES
AND A GRAPHIC
LOOK THAT'S
INDIVIDUALLY
YOURS.

To command the undivided attention of today's sophisticated presentation audiences, you need slides that are not only informative, but also colorful, visually engaging and, of course, accurate to the last detail.

At your GENIGRAPHICS Service Center, we help you make your points with full-color, highly accurate slide graphics that will dazzle your audience without overwhelming your budget.

GENIGRAPHICS slide services combine the tremendous capability and speed of the computer with the creativity of the artist

GRAPHICS

GENERATED

CE BY GENERAL ELECTRIC

to give you the finest art slides available at reasonable costs.

Our computer technology provides basic formats for charts, symbols, color and type styles from its stored memory. The artist can use these basic formats or design new ones to customize slides exactly to your specifications. Slides can also be quickly corrected, revised or updated at any time.

Whether you need only a few slides or graphics for a full-scale sales presentation, training seminar or stockholder function, your GENIGRAPHICS account representative will work closely with you to assure you of:

- highly accurate slides
- fast turnaround and on-time delivery, with your slides shipped back to you within 3 days
- confidentiality
- ease of input and close coordination of small or large jobs
- timely proofs and fast updates
- reasonable prices

Whether you produce slides or use them for presentations, it would help you to know more about GENIGRAPHICS.

For more information
about quick service at reasonable costs from the GENIGRAPHICS Service Center
in your area, contact:

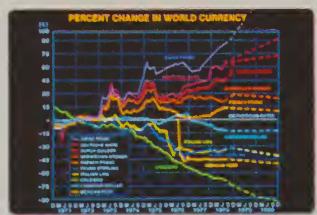
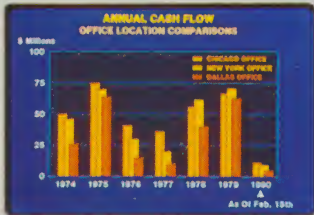
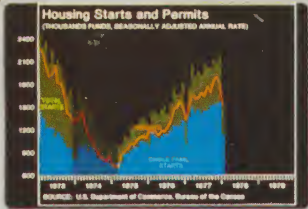


GENIGRAPHICS®

Patsy M. Tucker
Manager

General Electric Company
Genigraphics - Philadelphia
3 Ben Franklin Parkway
Philadelphia, PA 19102
(215) 241-5959

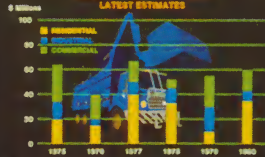
GENERAL  ELECTRIC



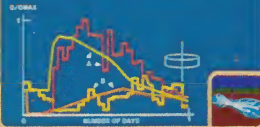
Markets Served



WASTE DISPOSAL COST LATEST ESTIMATES



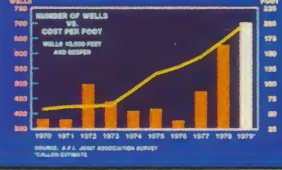
HYDROLOGICAL ANALYSIS OF HYPOTHESIS A VS. HYPOTHESIS B



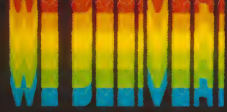
COMPUTER GENERATED GRAPHICS



PARTICIPATE WITH MAJORS IN DEEP RISKY WELLS



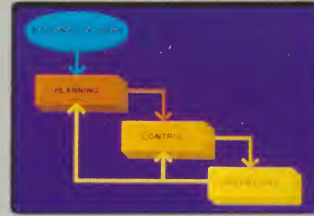
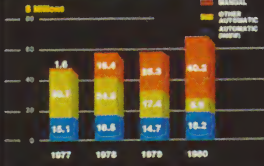
WE DELIVER!



ORGANIZATIONAL MAKEUP

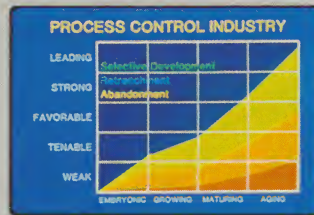
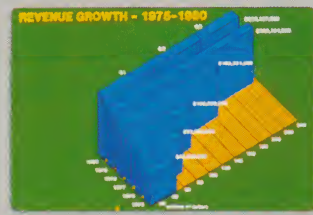


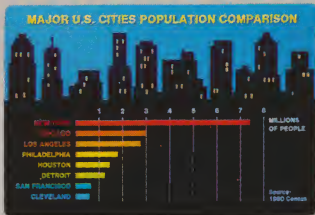
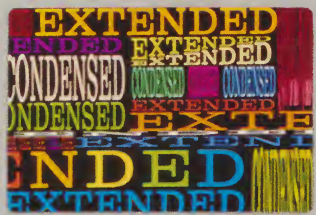
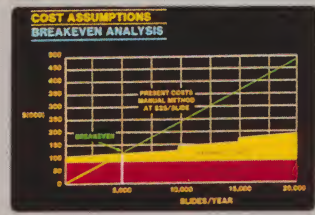
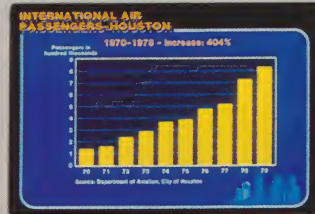
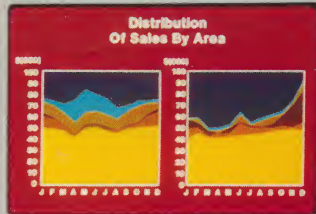
MIDWEST SALES



COMPARATIVE INCOME STATEMENTS
FIRST QUARTER (IN THOUSANDS)

	JAN	FEB	MAR	APR
Revenue	\$ 10,240	\$11,300	\$10,001	\$10,000
Cost of Revenue	(10,000)	(10,000)	(10,000)	(10,000)
Grossing Income	\$ 240	\$ 300	\$ 1,001	\$ 1,000
General & Administrative Costs	(1,100)	(1,000)	(1,000)	(1,000)
Depreciation	(1,000)	(1,000)	(1,000)	(1,000)
Interest Expense	(1,000)	(1,000)	(1,000)	(1,000)
Other Income - Net	0	0	0	0
Pre-Tax Income (Loss)	\$ 0	\$ 300	\$ 0	\$ 0
Income Taxes	\$ 0	\$ 0	\$ 0	\$ 0
Net Income (Loss)	\$ 0	\$ 300	\$ 0	\$ 0







SLIDE FORMAT	ORIGINAL CREATION RATE
COPY & TITLE	\$15 and up
TABULAR	\$38 and up
GRAPHS	\$39 and up
ORGANIZATIONAL AND FLOW	\$40 and up
PIE CHARTS	\$35 and up
PICTORIAL	QUOTED
MINIMUM ORDER	
SLIDES	\$50
VIEWGRAPHS	\$50

Additional graphic design support available at STUDIO TIME rates. Enhancements can be added to any slide at quoted rates.

IMPORTANT: All artwork from each order will be recorded on a computer floppy disc. This permits reduced rates on repeat orders. The disc will be sold to the client upon request.

1. BUILD-UP (OR SEQUENCE) SLIDES

- First slide at rate shown.
- Subsequent slides in the series at 40 to 50% of first slide rate. \$15 minimum.

2. AUTHOR'S ALTERATIONS

- Prior to film recording: \$15 minimum.
- Subsequent to recording: \$20 minimum
- After job is closed \$20.

3. MULTIPLE ORIGINALS

\$5 per slide at time of original order.

4. DUPLICATION

Commercial and Professional Grade duplicates - prices and delivery available on request.

5. MOUNTS

- Plastic or paper mounts are standard.
- Wess, Wess high heat, Gepe \$1.50 extra

6. OVERHEAD TRANSPARENCIES

\$25.00 per transparency
\$50.00 minimum order

7. BLACK AND WHITE PRINTS

Black and white versions of color artwork are available at quoted rates.

8. LOGOS

Creation of logos on Genigraphics system quoted.

9. OFF-LINE TIME

Such as storyboard clean-up, data point plotting, and research, \$60 per hour

10. PRODUCTION CYCLE (excluding delivery time)

- STANDARD SERVICE - 76 hours from receipt of order (excluding Saturdays, Sundays, and holidays).
- EXPEDITED SERVICE - Under 75 hours from receipt of order (excluding Saturdays, Sundays, and holidays). 1.5 times standard service rate.
- CRASH SERVICE - 48 hours or less (or weekends and holidays) from receipt of order - two times standard service rate.

11. EMERGENCY RUSH

Less than 24 hours from receipt of material. Three times the standard service rate.

12. STUDIO TIME (by appointment)

- Artist and Console - \$300 per hour plus \$5 per finished slide.
- Preproduction planning storyboard clean-up - \$50 per hour.

13. PROOFING OPTIONS

- Studio proofs (at the console) - \$300 per hour.
- Hard copy low resolution, black and white: (provided at no charge). Extra Copies \$1.00 each.

PRICES SUBJECT TO CHANGE

GENIGRAPHICS

**3 PARKWAY - PENNWALT BLDG.
PHILADELPHIA, PA 19102**

(215) 241-5955

815



GENIGRAPHICS®

ORIGINAL

SLIDE FORMAT CREATION RATE

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TABULAR \$38 and up

GRAPHS \$39 and up

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PICTORIAL QUOTED

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Patsy M. Tucker
Manager



GENIGRAPHICS®

General Electric Company
Genigraphics - Philadelphia
3 Ben Franklin Parkway
Philadelphia, PA 19102
(215) 241-5959

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GENIGRAPHICS®

Adeline M. Citrano
Account Executive

General Electric Company
Genigraphics - Philadelphia
3 Ben Franklin Parkway
Philadelphia, PA 19102
(215) 241-5951

FF-LINE TIME

uch as storyboards, and research

PRODUCTIO (time)

- STAND

receipt of Sundays

- EXPED from receipt of days, Sunday

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GENIGRAPHICS

3 PARKWAY - PENNHALT BLDG.
PHILADELPHIA, PA 19102

(215) 241-5955

From the office of...J. H. King

Fred -
I must have this
slide show by Friday.
Sorry I didn't get
it to you sooner -
John

Jy 81

When it doesn't seem humanly possible to make a slide presentation deadline, call GENIGRAPHICS®

GENIGRAPHICS slide services combine the speed and capabilities of a computer with the creativity of an artist to give you full-color, high quality slides in record time. And at reasonable prices.

GENIGRAPHICS makes the impossible possible. Quality slides that might take an artist hours to create by conventional methods can be custom-designed on a GENIGRAPHICS computer in minutes—exactly to your format and specifications. And they can be quickly corrected, revised or updated, and on their way back to you to meet your deadline.

Whether it's a rush job or a project with plenty of lead time, your GENIGRAPHICS account executive will work with you to develop and coordinate your slide presentations. Their personal service assures you of:

- High quality graphic slides
- Fast turnaround and on-time delivery
- Confidentiality
- Timely proofs and fast updates

Get to know GENIGRAPHICS even before you need us. For complete details on our capabilities, contact:

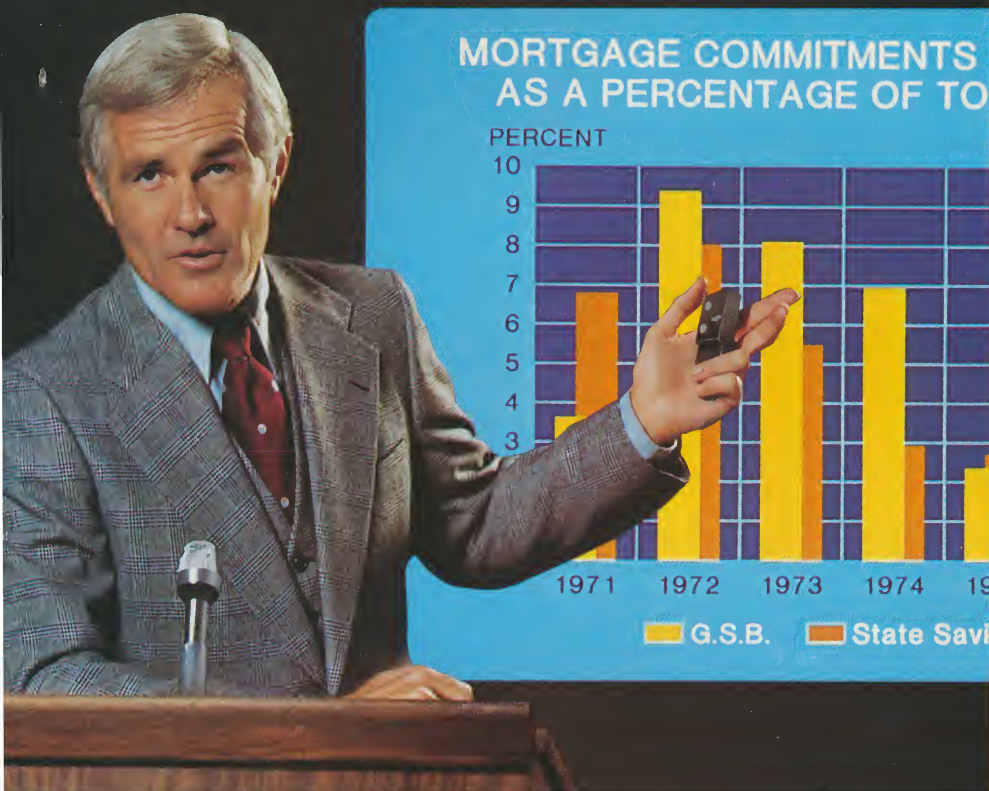
GENERAL  ELECTRIC



GENIGRAPHICS®

Patsy M. Tucker
Manager

General Electric Company
Genigraphics - Philadelphia
3 Ben Franklin Parkway
Philadelphia, PA 19102
(215) 241-5959



Converting complex data into accurate business slides is remarkably simple and fast with GENIGRAPHICS®

For key financial presentations, nothing is more critical than having every slide communicate with impact and pinpoint accuracy.

But that's precisely the problem with slide art manually plotted by conventional art studios. Too many steps involved from your rough data to finished slides. Too many people interpreting the data. Too many chances for embarrassing errors.

GENIGRAPHICS® can change that picture.

GENIGRAPHICS, by definition, is computer-accurate

No other graphics service can plot and convert the most highly technical or complex financial data as easily, as quickly and as accurately as the GENIGRAPHICS image-generating system.

GENIGRAPHICS is uniquely capable of making highly legible computer-accurate graphs, charts and models from every conceivable type of financial statistic. From financial liquidity and leverage ratios to trend, credit and economic analyses. From multiple regressions and distribution curves to operating leverages and discounting processes. And much, much more.

That's because GENIGRAPHICS is a computer system. It consists of an operator's console where an artist trained in computers plots and creates the slide art you want at the touch of a button and supplies you with black-and-white proofs for approval . . . a film recorder that photographs the finished graphics . . . and a computer that stores your artwork for revisions or updating anytime you want—even up to the last minute. And because your data is stored on magnetic discs, nothing has to be redone from scratch.



Business slides you'll be proud to present

Besides computer-accuracy, you'll appreciate all the other advantages of GENIGRAPHICS business slides.

The system's unlimited color spectrum produces brilliantly colorful slides



that present your material with the impact, power and simplicity your audience will easily understand and assimilate. Plus special art effects that bring extra punch, extra excitement to every presentation you give.

Just add these advantages up: computer accuracy, sensational-looking slides, incredibly fast slide production, the freedom to make last-minute changes and updates, firm reasonable quotes and firm delivery dates. Then you'll see why GENIGRAPHICS business slides are such an asset to your organization. Call the GENIGRAPHICS Service Center for a consultation and a demonstration of what GENIGRAPHICS has done for other financial institutions.



GENIGRAPHICS . . .
it changes the whole picture®

GENERAL ELECTRIC

**3 PARKWAY
PHILADELPHIA, PA. 19102
(215) 241-5955**

LAYOUT SHEET

JOB NO. _____

YOUR SLIDE NO. _____

RECORD NO.

Page ____ of ____

This is a blank, cream-colored page, likely an endpaper or flyleaf of a book. The page is framed by a thin black border. There is a small, dark speck located in the upper right quadrant of the page. The paper has a slightly textured appearance with some minor discoloration and faint smudges.

FORMAT _____

BACKGROUND NO. _____

COLOR SCHEME NO. _____

SYMBOLS USED _____

NOTES TO ARTIST _____

This image shows a single sheet of white paper with horizontal blue or grey ruling lines, typical of notebook paper. The lines are evenly spaced and run across the width of the page. There is no handwriting or other markings on the paper.

Use this color palette to choose colors for your slides. You will note that the horizontal columns are numbered at the left, one through eight. Ones are very dark, almost black shades of color. Twos through sevens are increasingly lighter shades. The eights are pure colors. The vertical columns represent variations of a single color, gray (GY), red (RD), orange (OR), yellow orange (YO) and so on.

Twos and threes are recommended for use as backgrounds. They work well with a light text color, such as a six or seven.

Specify the color you want to use by indicating the color name, for example BU (blue) and the horizontal column number 2. A BU2 is the second color block from the bottom of the BU column.

Your Account Executive will be glad to assist you in the selection of colors.

8	10	18	26	34	42	50	58	66	74	82	90
7	9	17	25	33	41	49	57	65	73	81	89
	GY	RD	OR	YO	YW	YG	GN	BG	BU	VT	RV
6	8	16	24	32	40	48	56	64	72	80	88
5	7	15	23	31	39	47	55	63	71	79	87
4	6	14	22	30	38	46	54	62	70	78	86
3	5	13	21	29	37	45	53	61	69	77	85
2	4	12	20	28	36	44	52	60	68	76	84
1	3	11	19	27	35	43	51	59	67	75	83

NOTE: Due to the inherent differences between transparencies and color prints, there will be a variation between this chart and your slides.